

of global marketing and should be able to develop corporate marketing strategies for global markets for specific companies.

ICMT 4115 Marketing Communication in China (3,*,*)

This course investigates the development and use of integrated marketing communication in China. The socio-political-economic issues affecting the practice of IMC in China will be discussed to provide students with a general background. To help students become familiar with these practices, we will also investigate regulatory and ethical issues, consumer behaviours, direct marketing and corporate social responsibilities, to understand how practitioners encounter and handle IMC issues. To better comprehend the concepts provided in this course, case studies will be used and guest speakers will be invited.

ICMT 4125 Strategic Public Relations (3,*,*)

This course goes beyond the traditional perspective on public relations executions by emphasizing strategic elements of public relations. It focuses on relationship of public relations management to organizational structure, communication functions and organizational effectiveness.

ICMT 4135 Retailing as Marketing Communication (3,*,*)

This course aims to provide students with key principles, theories and relationships among various communication channels of retail brand contact. Students will learn the different theories of consumer behaviour, consumer's perception of brand identity, and different communication channels for retailers to reach and influence customers. We will also study influence of retail space design and merchandising over consumer purchases inside store. Through exposure to different theories and research studies, case studies and field trip, students should be able to analyse, integrate and develop effective and efficient communication campaigns, store layout design and in-store merchandising to achieve pre-set brand communication objectives.

ICMT 4905 ICM Internship (0,0,0)

ICM students are encouraged to undertake a non-graded and zero-credit internship. The internship is normally of at least two months full-time employment or professional practice during the summer between the second and third years but it can be a minimum of 160 hours of work. Students are required to conform to all reasonable requirements of their internship employer. Both the employer and the student file reports with the Course Director after the internship.

ISEM 1110 IT for Daily Life (3,3,0)

This course will provide students with an understanding of the use of IT in daily life. The implications of the IT explosion for you as an individual and for the society as a whole will be discussed in the course. In particular, we will discuss a variety of IT topics including starting and doing business on the Internet, e-communication and e-collaboration, mobile computing and persuasive computing, digital divide, and e-learning. We will also explore many of the problems with the IT explosion such as security, privacy, e-crime, intellectual property rights, and ethical issues. Solutions to the above problems will be discussed.

ISEM 1610 Business Information Systems Fundamentals (3,3,0)

The widespread dissemination of information technology coupled with the expanding application of Internet technology creates a new way of doing business in the international marketplace. This course introduces how modern information systems impact upon the strategies and operations of both public organizations and private companies. There will be emphasis on business information systems in Hong Kong. This course is offered to non-BBA ISEM concentration students only.

ISEM 2005 Management Information Systems (3,3,0)

The purpose of this course is to provide students with an overview of information systems in the business world. It presents an

organizational view of how to use information technology to obtain organizational efficiencies, increase individual effectiveness, gain competitive advantages, manage global organizations, and provide useful products and services to customers. Topic covered include organizational foundations of information systems, strategic use of information systems, development of information systems, using information systems to enhance decision making, and social and ethical issues involved with information systems.

ISEM 2006 Programming for Business Applications(3,3,0)

The course is designed to provide an introduction to programming in business environment. It assumes the students with no prior programming experience and using a simplified learn-by-example approach that stresses top-down design and modular structured programming. The first part of the class will cover the basic principle of programming in general and language-independent terms, and then discuss how the programming construct in question is implemented in a specific language such as Visual Basic. The second part will emphasize on building a business application using the Rapid Application Development (RAD) tools.

ISEM 2007 Information Systems for Marketing Decisions (3,3,0)

The purpose of this course is to provide students with an overview of information systems in the business world and its applications in marketing areas. It presents an organisational view of how to use information technology to obtain organisational efficiencies, increase individual effectiveness, gain competitive advantages, manage global organisations, and provide useful products and services to customers. Topics covered include organizational foundations of information systems, strategic use of information systems, development of information systems, social and ethical issues involved with information systems. Emphasis will be put on how these are related to marketing functions.

ISEM 2110 Programming for Business Applications(3,3,0)

The course is designed to provide an introduction to programming in business environment. It assumes the students with no prior programming experience and using a simplified learn-by-example approach that stresses top-down design and modular structured programming. The first part of the class will cover the basic principle of programming in general and language-independent terms, and then discuss how the programming construct in question is implemented in a specific language such as Visual Basic. The second part will emphasize on building a business application using the RAD Tools.

ISEM 2450 Management Information Systems (3,3,0)

Prerequisite: BUS 1240 Business and Corporate Social Responsibility, BUS 1630 The World of Business, I.T. 1120 Business Information Systems or equivalent

The purpose of this course is to provide students with an overview of information systems in the business world. It presents an organizational view of how to use information technology to obtain organizational efficiencies, increase individual effectiveness, gain competitive advantages, manage global organizations, and provide useful products and services to customers. Topic covered include organizational foundations of information systems, strategic use of information systems, development of information systems, and social and ethical issues involved with information systems.

ISEM 2600 Data Management in Business (3,3,0)

Prerequisite: ISEM 2450 Management Information Systems
This course aims to introduce students with different types of database management systems (DBMS), the principal and process of developing database applications using structured query language (SQL) in business operations, as well as the management of database environments. The course focuses on the fundamentals of data management in organizations, and establishment of concepts and implementation methods for DBMS applications.

ISEM 3005 Business Systems Analysis and Design (3,3,0)

Prerequisite: ISEM 3006 Data Management in Business

This course provides students with techniques of business systems analysis and design. The course covers all the phases of the systems development life cycle: Initiation, Analysis, Design, Development, and Implement. Emphasis is placed on concepts and techniques required in analysing information systems and their logical design, as well as the application of those concepts and techniques in various phases of the life cycle.

ISEM 3006 Data Management in Business (3,3,0)

Prerequisite: ISEM 2005 Management Information Systems

This course aims to introduce students with different types of database management systems (DBMS), the principal and process of developing database applications using structured query language (SQL) in business operations, as well as the management of database environments. The course focuses on the fundamentals of data management in organizations, and establishment of concepts and implementation methods for DBMS applications.

ISEM 3007 e-Marketing (3,3,0)

Prerequisite: ISEM 2005 Management Information Systems

The continuous and rapid introduction of electronic media, new technology platforms, data sources, and media consumption devices have significantly changed the way we do marketing campaigns.

In view of this challenge, the course is designed to provide students with the knowledge of the fundamental and critical impacts of the newly emerging electronic media landscape. Prevailing techniques of understanding online consumer behaviors and the essential steps of planning e-marketing campaigns (e.g. setting goals and objectives, monitoring and analyzing campaign performance) are emphasized.

Learning in this course will be accomplished through lectures, guest speakers, case studies, in-class exercises, computer lab exercises, group project and presentations.

ISEM 3010 Business Systems Analysis and Design (3,3,0)

Prerequisite: ISEM 2600 Data Management in Business

This course provides students with techniques of business systems analysis and design. The course covers all the phases of the systems development life cycle: initiation, analysis, design, development, and implement. Emphasis is placed on concepts and techniques required in analysing information systems and their logical design, as well as the application of those concepts and techniques in various phases of the life cycle.

ISEM 3015 Telecommunications and Networking in Business (3,3,0)

Prerequisite: ISEM 2005 Management Information Systems

This course presents the general principles and components of telecommunications and automation systems in business. Later, emphasis is placed on applications and management strategies behind network management and operations within a telecommunications environment.

ISEM 3016 Decision Support and Intelligent Systems in Business (3,3,0)

Prerequisite: ISEM 2005 Management Information Systems

This course aims to study the basic concepts of decision making, data collection, heuristic, and analytical models. Students subsequently learn how to combine these elements to construct a DSS/expert system to assist decision making at the executive level and solve unstructured problems. In addition, new dimensions of intelligent systems such as neural computing and data mining are also studied.

ISEM 3017 Multimedia and Automated Systems in Business (3,3,0)

Prerequisite: ISEM 2005 Management Information Systems

This course is divided into two main components. In the first component, students will learn how to use one or more common

multimedia software packages that incorporate various files types (such as sound, animation, and video). The objective is to give hands-on experience to students of using these multimedia software packages. In the second component, students will learn some contemporary planning, production, and management issues of multimedia systems.

ISEM 3020 IT Governance, Audit and Control (3,3,0)

Prerequisite: ISEM 2450 Management Information Systems

The headline-grabbing financial scandals of recent years have led to a great urgency regarding organizational governance and security. Information technology is the engine that runs modern organizations. As such, it must be well-managed and controlled. Organizations and individuals are dependent on network environment technologies, increasing the important of security and privacy. This course is aligned to the COBIT control objectives, it provides a fundamental understanding of IT governance, controls, auditing applications, systems development, and operations.

ISEM 3120 Seminar in Information Systems and e-Business Management (3,3,0)

Prerequisite: ISEM 2450 Management Information Systems

This is a seminar-type of course which mainly emphasizes the introduction and discussions on the new topics in IS and related fields. It aims to equip students with both research literature and practical oriented themes for enhancing the abilities of conducting research, appreciating and understanding of current information systems knowledge, and group-working towards individual competency and success.

ISEM 3130 e-Marketing (3,3,0)

Prerequisite: ISEM 2450 Management Information Systems

The continuous and rapid introduction of electronic media, new technology platforms, data sources, and media consumption devices have significantly changed the way we do marketing campaigns.

In view of this challenge, the course is designed to provide students with the knowledge of the fundamental and critical impacts of the newly emerging electronic media landscape. Prevailing techniques of understanding online consumer behaviors and the essential steps of planning e-marketing campaigns (e.g. setting goals and objectives, monitoring and analyzing campaign performance) are emphasized.

Learning in this course will be accomplished through lectures, guest speakers, case studies, in-class exercises, computer lab exercises, group project and presentations.

ISEM 3140 Web Site Design and Business Applications (3,3,0)

Prerequisite: I.T. 1120 Business Information Systems or equivalent

The course aims to introduce the concepts and techniques for developing a transaction-based Web site using contemporary tools in order to market the products and services of organization.

ISEM 3150 Consumer Insight: Customer Knowledge Management and Web Analytics (3,3,0)

Prerequisite: ISEM 2450 Management Information Systems or equivalent

The proliferation and advance of information technologies create expanded opportunities for companies to gain consumer insights. This course introduces different customer data collection approaches, including web data (web traffic and visitor information), and focuses on how data collected are put to work improving marketing performance and customer service.

The course includes topics related to fundamental issues of customer data management and customer knowledge management, customer data collection methods, web data collection tools and techniques, measurement and analysis of customer data, evaluation of online marketing campaigns from which enable companies to acquire, convert, and retain customers. Learning in this course will be accomplished through lectures,

case studies, in-class exercises, group project and presentations, and research papers.

ISEM 3170 Information Systems Auditing (3,3,0)

Prerequisite: ISEM 2480 Business Systems Analysis and Design
The headline-grabbing financial scandals of recent years have led to a great urgency regarding organizational governance and security. Information Technology (IT) is the engine that runs modern organizations. As such, IT must be well-managed and controlled. Organizations and individuals are dependent on network environment technologies, increasing the importance of security and privacy. This course provide students with the knowledge necessary to provide information systems (IS) audit service in accordance with IS audit standards, guidelines and best practices to ensure that an organization's information technology and business systems are protected and controlled.

ISEM 3180 Information Technology Governance (3,3,0) and Management

Prerequisite: ISEM 2450 Management Information Systems
Information technology (IT) Governance is a relatively new subset of corporate governance that focuses on the management and assessment of strategic IT resources. Key objectives of IT governance and management is to support efficient operations, enterprise integration, and seamless value delivery, to reduce risk and ensure that investments in IT resources add value to corporation. This course will provide guidance for students to understand the models and practices of frameworks such as CobiT, Val-IT and balanced scorecard. Selected case studies will be used to illustrate how the concepts and frameworks are applied in real life companies.

ISEM 3221-2 Development of Small Management (6,4,2) Information Systems

Prerequisite: ISEM 2480 Business Systems Analysis and Design
This course aims at training and developing the students with the skills to design and implement real-life system, with emphasis on data analysis, project management and system implementation. Each student is required to participate in the development and implementation of a small computer-based information system. An oral presentation and submission of a written report are expected at the end of the term.

ISEM 3240 Electronic Commerce (3,3,0)

Prerequisite: ISEM 2450 Management Information Systems
This course will provide students with an understanding of the tools, skills, business concepts, strategic opportunities and social issues that surround the emergence of electronic commerce on the Internet. Students will develop an understanding of the current practices and opportunities in e-commerce. This course will also explore many of the problems surrounding e-commerce such as security, privacy, intellectual property rights, acceptable use policies, and legal liabilities.

ISEM 3410 Telecommunications and Networking (3,3,0) in Business

Prerequisite: ISEM 2450 Management Information Systems
This course presents the general principles and components of telecommunications and automation systems in business. Later, emphasis is placed on applications and management strategies behind network management and operations within a telecommunications environment.

ISEM 3600 Strategic Planning for MIS (3,3,0)

Prerequisite: ISEM 2450 Management Information Systems
This course aims to expand management competence by examining how information technology can be used as a strategic asset to achieve competitive edges and improve business processes. In particular, it discusses various managerial issues in relation to strategic planning for management information systems.

ISEM 3610 Decision Support and Intelligent (3,3,0) Systems in Business

Prerequisite: ISEM 2480 Business Systems Analysis and Design
This course aims to study the basic concepts of decision making, data collection, heuristic, and analytical models. Students subsequently learn how to combine these elements to construct a DSS/expert system to assist decision making at the executive level and solve unstructured problems. In addition, new dimensions of intelligent systems such as neural computing and data mining are also studied.

ISEM 3620 Seminar in IS and e-Business (3,3,0) Management

Prerequisite: ISEM 2450 or ISM 2450 Management Information Systems

This is a seminar type of course which mainly emphasises the introduction and discussions on the new topics in MIS and related fields. It aims to equip students in ISM Major with both research literature and practical oriented themes for enhancing the abilities of conducting research, appreciating and understanding of current information systems knowledge, and working towards individual competency and success.

ISEM 3630 Multimedia and Automated Systems (3,3,0) in Business

Prerequisite: ISEM 2450 Management Information Systems
This course is divided into two main components. In the first component, students will learn how to use one or more common multimedia software packages that incorporate various files types (such as sound, animation and video). The objective is to give hands-on experience to students of using these multimedia software packages. In the second component, student will learn some contemporary planning, production, and management issues of multimedia systems.

ISEM 4005 IT Governance, Audit and Control (3,3,0)

Prerequisite: ISEM 2005 Management Information Systems
The headline-grabbing financial scandals of recent years have led to a great urgency regarding organizational governance and security. Information technology is the engine that runs modern organizations. As such, it must be well-managed and controlled. Organizations and individuals are dependent on network environment technologies, increasing the importance of security and privacy. This course is aligned to the COBIT control objectives, it provides a fundamental understanding of IT governance, controls, auditing applications, systems development, and operations.

ISEM 4006 Electronic Commerce (3,3,0)

Prerequisite: ISEM 2005 Management Information Systems
This course will provide you with an understanding of the tools, skills, business concepts, strategic opportunities, and social issues that surround the emergence of electronic commerce on the Internet. You will develop an understanding of the current practices and opportunities in e-commerce. We will also explore many of the problems surrounding e-commerce such as security, privacy, intellectual property rights, acceptable use policies, and legal liabilities.

ISEM 4008-9 Development of Small Management (6,4,2) Information Systems

Prerequisite: ISEM 3005 Business Systems Analysis and Design
This course aims at training and developing the students with the skills to design and implement real-life systems; with emphasis on data analysis, project management, and system implementation. Each student is required to participate in the development and implementation of a small computer-based information system. An oral presentation and submission of a written report are expected at the end of the term.

ISEM 4015 Seminar in Information Systems and e-Business Management (3,3,0)

Prerequisite: ISEM 2005 Management Information Systems
This is a seminar-type of course which mainly emphasises the introduction and discussions on the new topics in MIS and related fields. It aims to equip students in ISM Major with both research literature and practical oriented themes for enhancing the abilities of conducting research, appreciating and understanding of current information systems knowledge, and working towards individual competency and success.

ISEM 4016 Web Site Design and Business Applications (3,3,0)

Prerequisite: ISEM 2005 Management Information Systems
The course aims to introduce the concepts and techniques for developing a transaction-based web site using contemporary tools in order to market the products and services of organization.

ISEM 4017 Consumer Insight: Customer Knowledge Management and Web Analytics (3,3,0)

Prerequisite: ISEM 2005 Management Information Systems or equivalent

The proliferation and advance of information technologies create expanded opportunities for companies to gain consumer insights. This course introduces different customer data collection approaches, including web data (web traffic and visitor information), and focuses on how data collected are put to work improving marketing performance and customer service.

The course includes topics related to fundamental issues of customer data management and customer knowledge management, customer data collection methods, web data collection tools and techniques, measurement and analysis of customer data, evaluation of online marketing campaigns from which enable companies to acquire, convert, and retain customers. Learning in this course will be accomplished through lectures, case studies, in-class exercises, group project and presentations, and research papers.

ISEM 4021 Strategic Planning for MIS (3,3,0)

Prerequisite: ISEM 2005 Management Information Systems
This course aims to expand management competence by examining how information technology can be used as a strategic asset to enhance business processes and achieve competitive advantage. In particular, it discusses various managerial issues in relation to strategic planning for management information systems.

ISEM 4025 Information Systems Auditing (3,3,0)

Prerequisite: ISEM 3005 Business Systems Analysis and Design
The headline-grabbing financial scandals of recent years have led to a great urgency regarding organizational governance and security. Information Technology (IT) is the engine that runs modern organizations. As such, IT must be well-managed and controlled. Organizations and individuals are dependent on network environment technologies, increasing the importance of security and privacy. This course provide students with the knowledge necessary to provide information systems (IS) audit service in accordance with IS audit standards, guidelines and best practices to ensure that an organization's information technology and business systems are protected and controlled.

ISEM 4026 Information Technology Governance and Management (3,3,0)

Prerequisite: ISEM 2005 Management Information Systems
Information technology (IT) Governance is a relatively new subset of corporate governance that focuses on the management and assessment of strategic IT resources. Key objectives of IT governance and management is to support efficient operations, enterprise integration, and seamless value delivery, to reduce risk and ensure that investments in IT resources add value to corporation. This course will provide guidance for students to understand the models and practices of frameworks such as

CobiT, Val-IT and balanced scorecard. Selected case studies will be used to illustrate how the concepts and frameworks are applied in real life companies.

ISEM 7050 Current Issues in Electronic Commerce (3,3,0)

This course aims to explore the contemporary issues and current development in relation to commerce and business. In particular, it examines the impact of e-commerce on different business areas and discusses how to implement e-commerce to achieve competitive advantages in different market environments.

ISEM 7210 Business Processes and Information Management (3,3,0)

The transformation of business caused by e-business and e-commerce applications of the Internet and related technologies demonstrates that information systems and information technology are essential ingredients for business survival and success. The goal of this course is to help the business professionals in the accounting and financial areas to understand how to use and manage information technologies and use them to revitalize business processes, conduct e-commerce, improving business process decision making, and to gain competitive advantages.

ISEM 7710 Seminar in Management Information Systems (3,3,0)

The aim of this course is to help students to understand the current development in various IS areas and become familiar with the main research streams. The course also aims at helping the student to understand the process of academic research, from idea generation to writing the research proposal.

ISEM 7720 Advanced Management Information Systems (3,3,0)

This course deals with the management of information technology as it is being practised in organizations today. The course will firstly discuss the managerial issues encountered in daily operations of information systems, and then will deal with the functional issues of information systems involved in running a modern organization.

ISEM 7730 Required Readings in Information Systems and e-Business Management (3,3,0)

This course aims to (1) provide a tailor-made and guided reading program for research postgraduate students in specific area(s) of concentration, and (2) induce students to acquire in-depth understanding of their specific research field in the discipline of information systems and e-Business management. The supervisor and the student are required to work out a reading list to cover literature supplementary to the student's research area. The approved list will be submitted to the Department for record.

ISEM 7740 Required Readings in Operations Management Research (3,3,0)

This course aims to (1) provide a tailor-made and guided reading program for research postgraduate students in operations and supply chain management areas, and (2) induce students to acquire in-depth understanding of their specific research fields in the discipline of operations management. The supervisor and the student will work out a reading list to cover literature enrichment to students' research areas. The approved list will be submitted to the Department for record.

ITAL 1005 Italian I (3,3,0)

This course aims to teach complete beginners basic Italian in listening, speaking, reading and writing. Students will also be introduced to the culture of Italy. Vocabulary and grammar will be presented in a communicative way for a variety of situations such as greeting people, making introductions, and talking about one's family, free time, hobbies and daily routines.